

Draft Individual Review Form

Proposal number: 2001-I213-3

**Short Proposal Title: Educating Farmers/Landowners
In Biological Resource Management**

1a) Are the objectives and hypotheses clearly stated?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

Goals, objectives and hypotheses are included. Substantial list of goals and objectives. The hypotheses are listed more as goals and would include: direct improvements to water quality, changes of behavior, and changes in attitudes by using the model presented.

1b1) Does the conceptual model clearly explain the underlying basis for the proposed work?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

Conceptual model includes the opportunity to learn new information as well as an approach that has been shown to be effective in changing behavior.

1b2) Is the approach well designed and appropriate for meeting the objectives of the project?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

Process is well designed and is multifaceted which is necessary if behavior is to change. This includes farmer-to-farmer communication, agency assistance, demonstration areas, lectures, informational handouts, personal communications, etc. Stakeholder groups in various parts of the State have been identified that correspond to local situations and issues. Extensive data collection will occur at first which provides greater assurance that the goals/objectives could be met.

1c1) Has the applicant justified the selection of research, pilot or demonstration project, or a full-scale implementation project?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

This criteria is not as applicable to environmental education projects, but this could be funded for a lesser amount as a pilot or fully funded as a full scale implementation effort.

1c2) Is the project likely to generate information that can be used to inform future decision making?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

This project is designed to share information with the farmers that will be used to alter decisions made regarding farming practices. It's design, if successful, could play an important role in enhancing the health of the Bay Delta as well as better understanding how behavior, attitudes, and learning takes place.

2a) Are the monitoring and information assessment plans adequate to assess the outcome of the project?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

Yes, extensive monitoring and assessment plans are included. The use of pre and post surveys will look at both landowner perceptions/attitudes as well as land management practices. Evaluation of actual land management restoration projects will also occur.

2b) Are data collection, data management, data analysis, and reporting plans well-described, scientifically sound and adequate to meet the proposed objectives?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

Yes, extensive information about data collection and data management and reporting are included.

3) Is the proposed work likely to be technically feasible?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

I would expect that the work is technically feasible

4) Is the proposed project team qualified to efficiently and effectively implement the proposed project?

Provide detailed comments in support of your conclusion [Note: in the electronic version, this will be an expandable field]

This is a multifaceted proposal with complex ecological and sociological aspects requesting over one million dollars in grant funding. I would do an assessment of the group, California Alliance with Family Farmers on other projects they have completed before I would fully fund this effort to insure that they have the experience and expertise to complete such a comprehensive undertaking.

Miscellaneous comments

[Note: in the electronic version, this will be an expandable field]

I am impressed with the comprehensiveness of this project and that it tackles both the environmental and the human side of ecosystem restoration. It uses more advanced theories on behavior changes. It also includes extensive product generation, media contacts, personal contacts, scientific information, etc.....all in all a very complete package. But it is very expensive. If this project were funded and if it were successful, it could provide extensive information on how to agreeably accomplish watershed restoration in an economic and socially acceptable process. It could be very exciting.

**Overall Evaluation
Summary Rating**

- ☐ Excellent **XXX**
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

Provide a brief explanation of your summary rating – see above

[Note: in the electronic version, this will be an expandable field]
